

Lighting the Way

Featuring testimonials and how-to presentations from a diverse group of businesswomen who have successfully taken their expertise abroad, this exciting and informative conference will motivate you to expand your market beyond our borders. Additionally, one of our state's largest employers will teach you how to take advantage of its small business procurement process.



SPECIAL THANKS TO OUR SPONSORS!

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Lighting the Way

Conference for Women in Industry & International Trade

March 8-9, 2005

Beau Rivage Resort & Casino
Biloxi, MS

Presented by:



MISSISSIPPI WORLD TRADE CENTER
and
NORTHROP GRUMMAN



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MISSISSIPPI WORLD
TRADE CENTER
175 East Capitol Street,
Suite 255
Jackson, MS 39201

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REGISTRATION FORM

If you would like to attend, please complete and return by mail or fax to:

MISSISSIPPI WORLD TRADE CENTER
175 East Capitol Street, Suite 255 • Jackson, MS 39201
TEL 601-353-0909 • FAX 601-353-0974

REGISTRATION FEES

MSWTC Members \$100

Non-MSWTC Members \$150

Students \$75

☐ Yes! Please make my reservation for **Lighting the Way: Conference for Women in International Trade.**

Company Name _____

Address _____

Phone _____

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NAMES OF ATTENDEES _____ COST _____

1. _____ \$ _____

2. _____ \$ _____

3. _____ \$ _____

TOTAL ENCLOSED \$ _____

☐ Check is enclosed ☐ VISA ☐ MC

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HOTEL RESERVATIONS

For those requiring overnight accommodations, the Beau Rivage has reserved a block of rooms at the special rate of \$109 through February 13, 2005.

To make reservations, call 888-383-7037. In order to receive the special group rate, callers must identify their affiliation with the "Mississippi World Trade Center Women's Conference."

LIGHTING THE WAY • CONFERENCE AGENDA



MISSISSIPPI WORLD TRADE CENTER

PRESENTED BY

NORTHROP GRUMMAN

TUESDAY, MARCH 8, 2005

5:00 PM - 7:30 PM **Registration Open**

6:00 PM - 7:30 PM **Cocktail Reception**

WEDNESDAY, MARCH 9, 2005

7:30 AM - 8:45 AM **Registration and Continental Breakfast**

8:45 AM - 8:50 AM **Call to Order & Welcome**
Barbara Travis, Executive Director,
Mississippi World Trade Center

8:50 AM - 8:55 AM **Invocation**

8:55 AM - 9:00 AM **National Anthem**
Vickie Watters; Trade Specialist,
Mississippi Development Authority, Jackson, MS

9:00 AM - 9:05 AM **Recognition of Conference Sponsors**
Barbara Travis, MSWTC Executive Director
TITLE SPONSOR: NORTHROP GRUMMAN SHIP SYSTEMS
CORPORATE SPONSORS: MISSISSIPPI DEVELOPMENT
AUTHORITY, BELL SOUTHERN, TRUSTMARK NATIONAL
BANK, SOURCE ONE VIDEO, MISSISSIPPI POWER
COMPANY, MS EXPORT ASSISTANCE CENTER

Introduction of Mississippi's First Lady
Marsha Barbour, Official Conference Host

9:05 AM - 9:15 AM **"New Horizons for Women in Business"**
First Lady Marsha Barbour

9:15 AM - 9:20 AM **Introduction of Conference Kick-Off Speaker**
First Lady Marsha Barbour

9:20 AM - 10:00 AM **"Lighting the Way and Raising the Global Bar"**
Ms. Leslie Schweitzer, Senior Trade Advisor,
International Division, U.S. Chamber of
Commerce, Washington, D.C.

10:00 AM - 10:15 AM **Break**

10:15 AM - 11:00 AM **"Big Opportunities for Small Businesses"**
Joan Branson, Small Business Liaison Officer,
Sector Manager, Northrop Grumman
Corporation Ship Systems

11:00 AM - 11:45 AM **"Cooking Across Continents: Cross-Cultural Marketing Challenges"**
Carol Daily, President of Viking Hospitality Group,
Viking Range Corporation, Greenwood, MS
Owner, Everyday Gourmet, Ridgeland, MS

11:45 AM - 12:00 PM **Door Prizes**

12:00 PM - 1:30 PM **Special Guest: Opening Comments "The Power of Partnerships"**
Hon. Kathleen Babineaux Blanco (invited),
Governor, State of Louisiana

Luncheon Served

Keynote Address
Carolyn Walsh, Region Vice President,
UPS, Dallas, TX

1:30 PM - 1:45 PM **Break**

1:45 PM - 2:30 PM **"De-Mystifying Myths & Mastering Methods of Business in China"**
Joan McEntee; Chair, International Group (invited),
Baker Donelson, Bearman, Caldwell
& Berkowitz PC, Washington, D.C.

2:30 PM - 3:30 PM **Wine & Cheese Closing Reception Musical Stage Show**
Featuring vocalist Vickie Watters
Import Fashion Show
Produced by Gatlin's
Commentator: Wanda Gatlin LeBlanc

3:30 PM **Grand Door Prize Drawing**

Adjourn

MARCH 8-9, 2005 • BEAU RIVAGE RESORT & CASINO • BILOXI, MISSISSIPPI